

ORDER



Orders
Order / Rev: 62801
Alt Order #: 9834589 /Brad
Product Desc: BOB CASEY FOR SENATE
Estimate:
Flight Dates: 10/03/12 - 10/08/12
Original Date / Rev: 10/01/12 / 10/01/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Shorr Johnson Magnus
Buying Contact:
Billing Contact:
 1831 Chestnut Street
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Casey/D/Senate
Demographic: A35+
Product Codes: State Elections
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	50	\$20,370.00	\$17,314.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	50	\$20,370.00	\$17,314.50	0.00
Totals	50	\$20,370.00	\$17,314.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	22%	\$20,370.00
Market	100%	\$92,590.91

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	49%	\$45,369.55
WHTM	17%	\$15,740.45
WLYH	0%	\$0.00
WPMT	12%	\$11,110.91

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WHP	10/03/12	10/08/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M-WTF--	:30	6	\$175.00	P-3	0.00	NM	6	\$1,050.00
2	WHP	10/03/12	10/08/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M-WTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
3	WHP	10/03/12	10/08/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	M-WTF--	:30	3	\$110.00	P-3	0.00	NM	3	\$330.00
4	WHP	10/03/12	10/08/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M-WTF--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
5	WHP	10/03/12	10/08/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M-WTF--	:30	4	\$400.00	P-3	0.00	NM	4	\$1,600.00
6	WHP	10/03/12	10/08/12		CM	7p-730p	-----S-	:30	1	\$135.00	P-3	0.00	NM	1	\$135.00

